



THE AWARD
OF EXCELLENCE
FROM
DISTINGUISHED
RESTAURANTS OF
NORTH AMERICA

DiRoNA

September 13, 1996

Candace Chiaruttini
208 Talbot
208 N. Talbot Street
St. Michaels, MD 21663

Dear Candace Chiaruttini:

Distinguished Restaurants of North America is pleased to have The Accommodation Program as an annual sponsor. For those of you who may not be familiar with the program, it provides free resources and materials to assist restaurants in developing a comprehensive smoking policy that accommodates the preferences of both non-smokers and smokers. The Accommodation Program is brought to us courtesy of Philip Morris Incorporated.

As DiRoNA members, our overriding goal is to provide the highest level of service to meet the individual preferences of our dining guests. We take pride in our attention to every detail of the dining experience. This standard of excellence is what distinguishes us as restaurant operators and keeps our customers coming back.

Businesses participating in The Accommodation Program are dedicated to the concepts of superior customer service and believe that the decision on how to accommodate all customers should be left to each individual business owner based on customer demand. Nationally, over 25,000 businesses participate in The Accommodation Program.

I am pleased to recommend that you consider participating in this program that can assist in your continuing efforts to meet the individual preferences of all your guests -- non-smokers and smokers alike. The Accommodation Program provides information on designating separate seating sections, enhancing ventilation systems and training employees to better serve non-smokers and smokers. In addition, the program offers free signage featuring The Accommodation Program symbol. The symbol transcends language barriers and is easily recognizable. It immediately tells your guests that whether they smoke or not, they are welcome and will be accommodated. The best part of all is that the program's resources are provided free of charge.

Information about The Accommodation Program is enclosed for your review. I hope you will take a few moments to look it over and examine how the various elements of the program can be useful to you in your restaurant. After reading over the material, I encourage you to send in the reply card or call the program at 1-800-929-1414 to become a participant.

Sincerely,

Richard Swig
Chairman

Enclosure

